

CERE allows its certified clients the use of protected certificate symbols and only the certificate symbols offered by CERE must be used with the following rules for their use:



1. The certification mark should always be used in connection with the name of the certified company
2. The certification mark may be used on stationery (letterhead, invoices, greetings, etc.), even if not all of the company's activities are certified, with the following limitations:
 - If a certificate does not apply to the entire organization, then it is requested to indicate the restricted scope for which it is valid.
 - In the case of offers, if not all the activities offered are covered by the certification, it must be indicated, by means of a mark, legend or any other means, which activities are covered by the certification.
 - In the case of catalogues of products or services, if not all the activities are covered by the certification, a clear distinction must be made between them.
3. In advertising material of any kind (press and TV commercials; promotional material such as calendars, diaries, etc., advertisements on billboards, buses; in placard vehicles, etc.) the following rules shall be followed:
 - The certification mark shall comply at all cases with rule 1.
 - The advertisement must mention the certified company (as it appears on its certificate). The certification mark may not be used in advertisements where only the products or trademarks of the company appear without mentioning the certified company.
 - Only the certification mark may be used with the certified scope (activities and locations). This means that companies that do not have all their activities and locations certified may not use the certification mark, unless they make this clear in the advertisement itself, or they advertise only the certified activities.
4. The certificate mark may not be used on products, under any circumstances.
5. The certification mark on packaging
 - The certificate mark may not be used on primary packaging, under any circumstances.
 - The certification mark may be affixed to secondary packaging always complying the requirements of rule 1 and the certified scope covers the management system for the manufacture of the packaged product.
6. Certified companies may refer to their certified status by using the phrase "*(company)* has a *(quality, environmental)* management system certified according to the standard *(norm)* by *(CERE)*" instead of using the certification mark. This phrase or statement may be used in all the above cases, with the same restrictions as the certification mark. It may also be used on information accompanying the product in a separate or easily separable form.
7. The use of certification symbols requires valid certificates or other declarations of conformity issued by CERE.
8. Certification symbols may not be changed.
9. The policy of CERE for the use of certification symbols is to be followed strictly.

Samples:

CERE certified management system
Example for ISO 13485

CERE certified management system
Example for ISO 14001



These symbols may not be used on products, under any circumstances.

The following table is designed to assist in how the use symbols to show that the product was manufactured using a certified management system.

| | Without further explanation | With further explanation |
|---|-----------------------------|--------------------------|
| On the product | Not allowed | Not allowed |
| On large boxes and similar containers used for transport of products (See rule 5) | Not allowed | Allowed |
| In brochures, etc. for advertising purposes (See rule 3) | Allowed | Allowed |